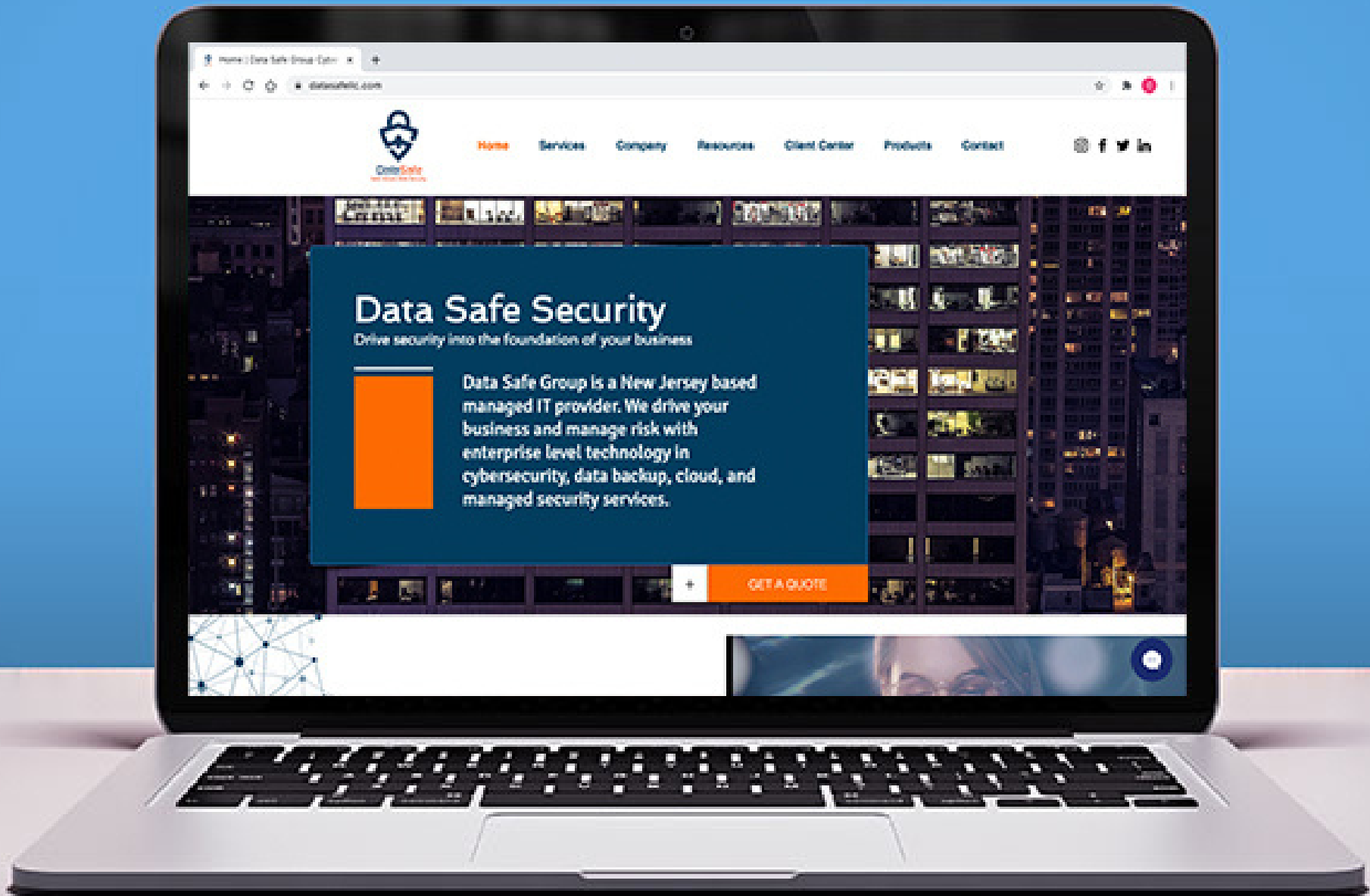


# DATA SAFE CASE STUDY





# OVERVIEW

DATA SAFE GROUP, LLC IS A NEW JERSEY BASED MANAGED IT PROVIDER SPECIALIZING IN DATA SECURITY, DATA BACKUP, AND MANAGED SECURITY SERVICES. ORIGINALLY FOUNDED AS TOCYN IT THE GROUP REBRANDED TO DATA SAFE AND SET OUT TO PARTNER WITH SMALL TO MEDIUM SIZED BUSINESSES BY SUPPORTING THEIR OUTSOURCED INFORMATION SECURITY INFRASTRUCTURE NEEDS. IN THE 12 MONTHS THAT FOLLOWED, THE GROUP EXPERIENCED 400% GROWTH AND EXPANDED TO THEIR NEW FLAGSHIP OFFICE IN ROCKAWAY, NEW JERSEY.

 **WEBSITE** [datasafellc.com](https://datasafellc.com)

 **FACEBOOK** [facebook.com/datasafegroup](https://facebook.com/datasafegroup)

 **LINKEDIN** [linkedin.com/data-safe-llc](https://linkedin.com/data-safe-llc)

 **TWITTER** [twitter.com/datasafe\\_](https://twitter.com/datasafe_)

 **INSTAGRAM** [instagram.com/datasafe\\_llc](https://instagram.com/datasafe_llc)

# SERVICES

**SOCIAL MEDIA MANAGEMENT  
SEARCH ENGINE OPTIMIZATION (SEO)  
EMAIL MARKETING  
REPUTATION MANAGEMENT  
BUSINESS LISTINGS MANAGEMENT**

## OUR METHODS

- CONTENT STRATEGY FOR SOCIAL POSTS AND EMAIL MARKETING
- RESEARCH ON TARGETED AUDIENCE
- DAILY AUDIENCE ENGAGEMENT AND SOCIAL LISTENING

# SOCIAL MEDIA MARKETING

DATA SAFE GROUP LLC. • AUG 1ST, 2019 TO AUG 2ND, 2020

## SOCIAL MEDIA MANAGEMENT RESULTS

**+1.2M**

**GENERATED  
IMPRESSIONS**

**+31,031%**

**INCREASE IN  
FOLLOWERS**

**+10,090%**

**INCREASE IN  
ENGAGEMENT**



# E-MAIL MARKETING

DATA SAFE GROUP LLC. • AUG 1ST, 2019 TO AUG 2ND, 2020

## E-MAIL MARKETING RESULTS

**+15,890**

**ACTIVE USERS**

**1.6K**

**% INCREASED  
CUSTOMER LIST**

**36%**

**AVERAGE  
OPEN RATE**

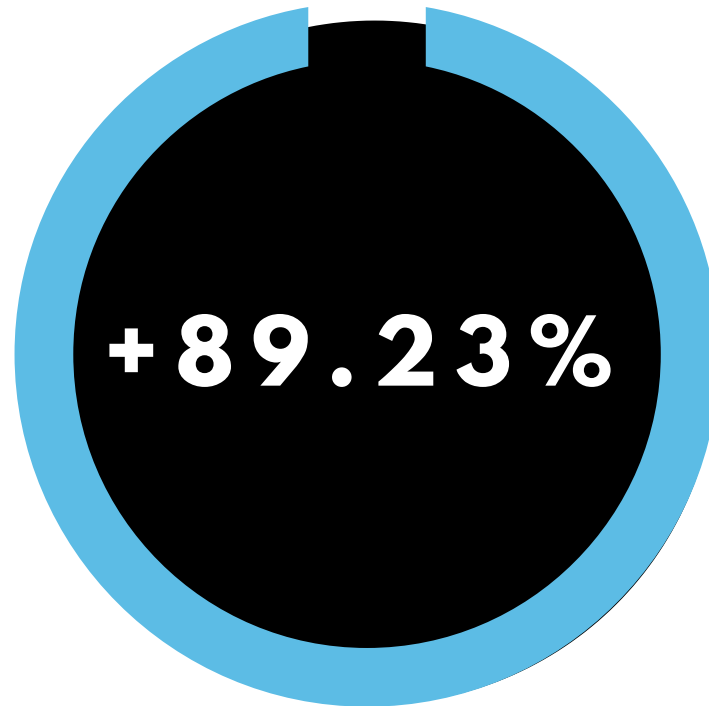
**5.3%**

**AVERAGE  
CLICK RATE**

# OVERVIEW/STATS

DATA SAFE GROUP LLC. • AUG 1ST, 2019 TO AUG 2ND, 2020

## WEBSITE ACTIVITY



**INCREASE IN  
WEBSITE VISITS**

